

REFERENTIAL INTERFACE TO ENABLE COMMERCIAL  
INTERACTION BETWEEN ENTITIES

ABSTRACT OF THE DISCLOSURE

5 A system, method and program product is provided for establishment of a  
referential interface between business entities such as manufacturers and distributors  
in a computerized marketplace. The interface allows commercial interaction between  
two potentially geographically and technologically disparate systems. The interface  
is established through definition and then deployment of a distributor profile  
document, interrelated with a set of referential interface terms and conditions and a  
10 referential interface business policy. The profile document has associated terms and  
conditions representing business rules and processes referring to the business policies  
which then have business logic implementations. The contract prescribes the  
business rules that will be followed between a manufacturer and a distributor with the  
business policies providing mapping to units of business logic in the implementation  
15 of the distributor. Additionally the interface allows and may require setup and  
customization of business policy command implementation logic specific to the  
desired distributor. The established interface is further customizable and extensible  
allowing a variety of distributors to be connected to a marketplace as required with  
relative ease.

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